

Message Text

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ACTION EB-08

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FM AMEMBASSY OSLO
TO SECSTATE WASHDC 3506
INFO USDOC WASHDC
AMEMBASSY COPENHAGEN
AMEMBASSY HELSINKI
AMEMBASSY LONDON
AMEMBASSY STOCKHOLM

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E.O. 11652: N/A
TAGS: BEXP, NO
SUBJ: COUNTRY COMMERCIAL PROGRAM--PRELIMINARY FY 1979 INPUT

REF: STATE 44899

1. EMBASSY PROPOSES FOUR CAMPAIGNS PLUS SPECIAL POST EFFORT AS LISTED BELOW, WITH CEBEAT THAT INCREASES IN REACTIVE SERVICES (INCLUDING SOME SERVICES WHICH MAY BE TRANSFERRED TO E/C SECTION IN REORGANIZATION OF MILITARY ASSISTANCE ADVISORY GROUP SUCCESSOR) COMBINED WITH STAFFING LIMITATIONS MAY REQUIRE DROPPING ONE OR EVEN TWO CAMPAIGNS, REDUCTION IN ACTIVITIES SUPPORTING THE CAMPAIGNS, AND/OR CURTAILMENT OF REACTIVE SERVICES.

2. CAMPAIGN NO. 1 RANK NO. 1.1: PROCESS CONTROL INSTRUMENTATION. LABOR COST WILL FORCE NORWEGIAN INDUSTRY INCREASINGLY TO ADOPT AUTOMATIC PROCESS CONTROLS IN ORDER TO REMAIN COMPETITIVE, ESPECIALLY IN EXPORT-ORIENTED INDUSTRIES, E.G. PLULP AND PAPER, CHEMICALS, FOOD PROCESSING AND METALLURGY. FURTHMORE, PROSPECTS ARE GOOD FOR LARGE GAS AND OIL STRIKES IN THE SEA-BED OFF NORWAY'S NORWEST COAST, AND PLANNING FOR THE NECESSARY OFFSHORE FACILITIES, AND POSSIBLY REFINERIES, PETROCHEMICAL PLANTS, UNCLASSIFIED

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AND A POWER STATION COULD ADD GREATLY TO INTEREST IN PROCESS CONTROL INSTRUMENTATION.

3. CAMPAIGN 2, RANK 2: LABORATORY AND SCIENTIFIC INSTRUMENTS. U.S. MARKET SHARE, APPROXIMATELY 20 PERCENT, APPEARS CONSIDERABLY LOWER THAN INTEREST WARRENTS. INCREASED MEDICAL RESERACH BUDGETS; ACTIVITIES IN OFFSHORE GAS AND OIL PRODUCTION, AND ENVIROMENTAL

PROBLEMS ARE STIMULATING INVESTMENT IN ADVANCE RESEARCH INSTRUMENTATION. R&D ACTIVITIES WILL CONTINUE TO INCREASE WITH DEVELOPMENTS ON NORWEGIAN CONTINENTAL SHELF, AND MORE EMPHASIS WILL BE LAID ON ANTI-POLLUTION MEASURES. ADJUSTMENT TOWARDS A NORWEGIAN ENGINEERING INDUSTRY WITH A HIGH DEGREE OF KNOW -HOW WILL ALSO REQUIRE INVESTMENTS IN R&D.

4. CAMPAIGN 3, RANK 3: COMMUNICATIONS EQUIPMENT.

RELATING TO OUR FY 1978 CAMPAIGN IN COMPUTERS AND PERIPHERAL EQUIPMENT, THIS CAMPAIGN WILL CONCENTRATE ON DATA COMMUNICATION EQUIPMENT FOR THIS GROWING MARKET. A DATA TRANSMISSION NETWORK PROJECTED FOR 1980 SHOULD ADD CONSIDERABLE INTEREST. ALARM SYSTEMS AND CLOSED CIRCUIT TV SYSTEMS WILL ALSO BE OF INTEREST, PARTICULARLY FOR THE OIL AND GAS INDUSTRY.

5. CAMPAIGN 4, RANK 4: POLLUTION CONTROL EQUIPMENT.

CARRY ON OUR PROMOTION EFFORTS OF YEARS PAST, WE WILL EMPHASIZE FILTRATION AND PURIFICATION EQUIPMENT IN THIS CAMPAIGN TO CAPITALIZE ON INCREASINGLY SEVERE NORWEGIAN CONTROLS ON INDUSTRIAL INTERNAL POLLUTION. NEW REGULATIONS SETTING STRINGENT INTERNAL POLLUTION STANDARDS WILL INCREASE DEMAND FOR DUST COLLECTION AND AIR PURIFICATION EQUIPMENT. SOLID WASTE RECYCLING PRESENTS A RELATED POTENTIAL GROWTH AREA WHICH THE CAMPAIGN SHOULD EXPLOIT.

6. ALTERNATIVE CAMPAIGN: METALWORKING EQUIPMENT.

THIS CAMPAIGN WOULD FOLLOW-UP THE FY 1978 CAMPAIGN AND TAKE ADVANTAGE OF INDUSTRY'S CONTINUING INTEREST IN HIGHLY AUTOMATED TOOLING TO MAINTAIN INTERNATIONAL COMPETITIVENESS DESPITE HIGH NORWEGIAN LABOR COSTS.

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7. OTHER SPECIAL POST EFFORTS:

RANK 5: TRADE CENTER SUPPORT.

WE WILL MAKE OPTIMUM USE OF STOCKHOLM AND LONDON TRADE CENTER EVENTS COINCIDING WITH OUR CAMPAIGNS AND GIVE WHATEVER SUPPORT IS POSSIBLE TO OTHER EVENTS SUITABLE TO NORWEGIAN MARKET.

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